

2019 HIGHLIGHTS

A BUSY YEAR FULL OF GROWTH

In 2019, we worked hard to develop innovative Growth Marketing products and services while reframing our positioning.



WE ARE NOW A **GROWTH STUDIO**

This year, we redefined ourselves by becoming a 'Growth Studio' that provides Growth Marketing Products, Solutions, and Courses to Brands, Agencies, Entrepreneurs, Marketers, and Accelerators.

For Brands & Agencies We Provide:

- Our Marketing Machine Platform to execute Growth and Digital Marketing
- Growth and Digital Marketing Consultancy, Services, and Training

For Individuals We Provide:

- Our Growth Marketing Hub Platform to guide Growth and Digital Marketing
- Growth and Digital Marketing Courses

OUR MANTRA

#itsallaboutGROWTH



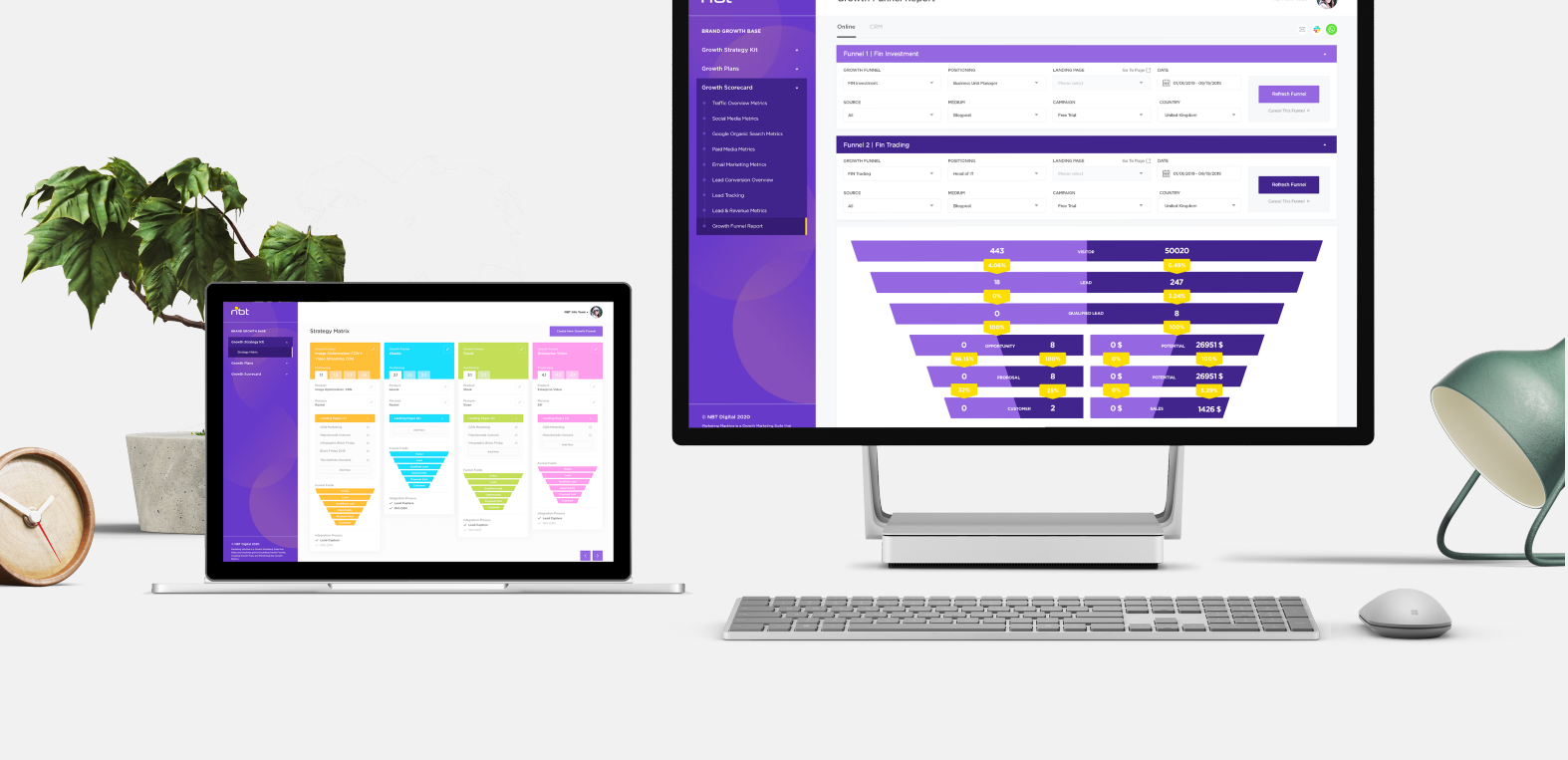
WE LAUNCHED **NEW SERVICES AND PRODUCTS**

The Marketing Machine — All-in-One Growth Marketing Suite

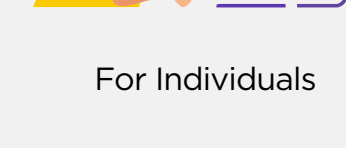
The Marketing Machine is developed to build growth funnels, create & execute growth plans, and monitor key growth metrics.

Through the Marketing Machine:

- We planned the growth strategies of 50+ brands
- We implemented 1,500+ growth marketing tactics and monitored key growth metrics within owned, paid, and earned media channels
- We managed growth marketing activities globally and reached personas in 35+ countries



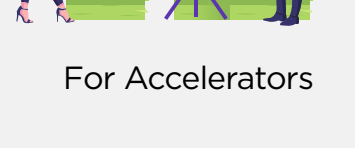
THE GROWTH MARKETING HUB PLATFORM **ONLINE LEARNING PLATFORM**



For Individuals



For Businesses



For Accelerators

With the aim of providing its members with the best tools and sources for learning about Growth and Digital Marketing, we have launched our **continuous learning platform - the Growth Marketing Hub**. The hub contains Growth Marketing content such as **guides, e-learning courses, whitepapers, templates, and tools**. Since its launch in December, the Growth Marketing Hub Platform has reached 500+ users.

Growth Marketing Bootcamp — In-Class Growth Marketing Workshops-

Through our Growth Marketing Bootcamps, we provided in-class workshops on how to execute Growth and Digital Marketing through our Growth Marketing Hub platform. Our Bootcamps covered Growth Strategy Creation, Growth-Driven Marketing Plan Creation, and Growth-Driven Marketing Plan Creation with the opportunity for continuous learning and practising through the Growth Marketing Hub.

WE SUPPORTED BUSINESSES AND INDIVIDUALS **FROM ALL OVER THE WORLD**

50+ Growth Marketing Workshops & Webinars to 1000+ Participants

We partnered with a wide range of accelerators and incubators* and delivered 50+ online & in-class Growth Marketing Workshops and Webinars to 1000+ participants.



Electrolux

SAMSUNG

tesa

GAMES

TEB

TURKCELL

Türk Telekom

YapıKredi

adesso

LONDON & PARTNERS

Startupbootcamp

INNOGATE

endeavor

BGV / Bundesverband

RUNWAY EAST

KWORKS

ITUCHEGHE

UNIVERSITY OF BIRMINGHAM

Middlesex University

SUCool

FOUNDER INSTITUTE

LONDON & PARTNERS

We Were Chosen as One of the **Strategic Partners of London & Partners**

With this strategic partnership, we were more involved in the growth of great brands in the UK through our Growth Marketing Workshops.

We Were Awarded the SAP MSB Certificate for 2019

We didn't just support brands through workshops. We were also **awarded the Marketing Service Bureau (MSB)- for the second year running**. As an MSB, we provided SAP Partners with expert level marketing support, assistance with SAP campaigns, offers, tools, and the effective use of marketing services and resources.



MSB

Marketing Service Bureau for SAP Partners



Digital Marketing Institute™

Upcoming Partnership- Digital Marketing Institute

We concluded our agreement with the Digital Marketing Institute (DMI) - a global digital marketing professional learning and certification body with 47,000+ alumni members and partners in 150+ countries. As of 2020, we will be partnering with DMI in regards to providing DMI's globally accredited certification courses in Digital Marketing in Turkey.

